This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

Please amend the claims as follows:

1.   **Canceled**

2.   **(Currently Amended)** The method of claim 19 1 wherein the solution to the system design problem includes facilities whereby coherent sales, training, electronic learning or marketing campaigns are efficiently generated to web-based and other clients.

3.   **(Previously Presented)** The method of claim 2 wherein the solution to the system design problem includes facilities whereby transaction processing and execution are monitored and captured for adding data to a target customer's profile

4.   **(Currently Amended)** The method of claim 19 1 wherein the framework is a formalized framework for supporting assessment of needs, and planning and implementing of content management solutions.

5.   **(Previously Presented)** The method of claim 4 wherein the formalized framework is used to guide discussions about desired capabilities of the desired content management and delivery system.

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6.   **(Previously Presented)** The method of claim 5 wherein through the use of this formalized framework and associated processes and considerations, a meaning of content management is developed and a set of process considerations required for this definition of content management is provided.

7.   **(Previously Presented)** The method of claim 5 wherein through the use of this formalized framework and associated processes and considerations, an assessment of business capabilities to be supported is made.

8.   **(Previously Presented)** The method of claim 7 wherein through the use of this formalized framework and associated processes and considerations, an effective design solution is achieved including an assessment of available products and services.

9.   **(Currently Amended)** A system for use in designing a coordinated content management and delivery system comprising:

an associated logic mechanism for obtaining information indicative of a client environment;

a first logic mechanism for determining key considerations related to ~~the~~ a client environment, the key considerations comprising: what combination of channels and related devices are to be supported and what content related processes are needed to support publishing;

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a second logic mechanism for determining key processes for use in developing a

solution to a system design problem, the system design problem being the determination

of what content management and delivery products and processes to implement, and how

to implement them, wherein the key processes comprise:

workflow tracking for content elements, wherein the workflow tracking

for content elements includes tracking for review status and access privileges,

capture and use of at least one customer's user preferences, wherein the at

least one customer's user preferences include an access record associated with

user preferences,

application of business rules to user preferences to determine future

content development, wherein the application of business rules to user preferences

includes input templates for input characteristics of content elements and display

templates for display characteristics of content elements,

access control for the content management system, wherein the access

control of content management includes access control for creating, reading,

updating, deleting, and approving content elements, and

metadata capture including author, date of creation and topic, wherein the

metadata capture includes a taxonomy having one or more fields for categorizing

content elements and corresponding keyword values for the one or more fields;

and

applying these key considerations and processes to the system design problem with the

assistance of a framework showing basic content management and delivery element

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relationships to provide personalized content for a customer, wherein the framework includes a content delivery system and a content development and management system connected to the content delivery system, whereby such a solution to the system design problem is produced, and wherein the personalized content is in accordance with the at least one customer's user preferences and at least one business objective; and

a third logic mechanism that delivers the personalized content to the customer by selecting a delivery channel from a plurality of delivery channels in accordance with the at least one customer's user preferences and by distributing the personalized content over the selected delivery channel;

a fourth logic mechanism that receives planning input at the a content development and management system from a planning unit and processes the planning input at the content development and management system to determine planning output and content elements;

a fifth logic mechanism that receives the planning output at the planning unit from the content development and management system;

a sixth logic mechanism that receives content elements at the content delivery system from the content development and management system and assembles the content elements at the content delivery system to determine customer output and

a seventh logic mechanism that receives the customer output at the customer unit from the content delivery system.

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10.   **(Previously Presented)** The system of claim 9 wherein the solution to the system design

problem includes computer based facilities whereby coherent sales, training, electronic

learning or marketing campaigns are efficiently generated to web-based and other clients.

11.   **(Previously Presented)** The method of claim 10 wherein the solution to the system

design problem includes computer based facilities whereby transaction processing and

execution are monitored and captured for adding data to a target customer's profile.

12.   **(Previously Presented)** The system of claim 9 wherein the framework is a formalized

framework for supporting assessment of needs, and planning and implementing of

content management solutions.

13.   **(Previously Presented)** The system of claim 12 wherein the formalized framework is

used to guide discussions about desired capabilities of the desired content management

and delivery system.

14.   **(Previously Presented)** The system of claim 13 wherein through the use of this

formalized framework and associated processes and considerations, a meaning of content

management is developed and a set of process considerations required for this definition

of content management is provided.

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15.   **(Previously Presented)** The system of claim 13 wherein through the use of this

formalized framework and associated processes and considerations, a ı assessment of

business capabilities to be supported is made.

16.   **(Previously Presented)** The system of claim 15 wherein through the use of this

formalized framework and associated processes and considerations, a ı effective design

solution is achieved including an assessment of available hardware ar d software products

and services.

17.   **Canceled**

18.   **Canceled**

19.   **(Previously Presented)** ~~The method of claim 18~~ A method for designing a coo dinated

content management and delivery system comprising the acts of:

obtaining information indicative of a client environment;

determining by computer key considerations related to the client environ ment, the

key considerations comprising: what combinations of channels and related devices are to

be supported and what content related processes are needed to suppoı publishir g;

providing by computer key processes for use in developing a olution to a sysɩcm

design problem, the system design problem being the determination c f what coı tent

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management and delivery products and processes to implement, and how to implement

them, wherein the key processes comprise:

workflow tracking for content elements, wherein the workflow tracking

for content elements includes tracking for review status and access privileges,

capture and use of at least one customer's user preferences, wherein the at

least one customer's user preferences include an access record associated with

user preferences,

application of business rules to user preferences to determine future

content development, wherein the application of business rules to user

preferences includes input templates for input characteristics of content elements

and display templates for display characteristics of content elements,

access control for the content management system, wherein the access

control of content management includes access control for creating, reading,

updating, deleting, and approving content elements, and

metadata capture including author, date of creation and topic, wherein the

metadata capture includes a taxonomy having one or more fields for categorizing

content elements and corresponding keyword values for the one or more fields;

applying by computer these key considerations and processes to the system design

problem with the assistance of a framework showing basic content management and

delivery element relationships to provide personalized content for a customer, wherein

the framework includes a content delivery system and a content development and

management system connected to the content delivery system, whereby such a solution to

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the system design problem is produced, and wherein the personalized content is in accordance with the at least one customer's user preferences and at least one business objective;

receiving planning input at the a content development and management system from a planning unit;

processing the planning input at the content development and management system to determine planning output and content elements;

receiving planning output at the planning unit from the content development and management system;

receiving content elements at the content delivery system from the content development and management system;

assembling content elements at the content delivery system to determine customer output;

receiving customer output at the customer unit from the content delivery system; and

delivering the personalized content to the customer, further comprising:

selecting a delivery channel from a plurality of delivery channels in accordance with the at least one customer's user preferences; and

distributing the personalized content over the selected delivery channel.

20.   **Canceled**

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21.   **Canceled**

22.   **Canceled**

23.   **Canceled**

24.   **Canceled**

25.   **Canceled**

26.   **(Currently Amended)** <u>Computer-readable media tangibly embodyii.g a compi ter</u>

<u>program for designing a coordinated content management and delivei y system, he</u>

<u>computer program comprising executable instructions for:</u> ~~Computer- readable niedia as~~

~~claimed in claim 25:~~

   <u>obtaining information indicative of a client environment;</u>

   <u>determining key considerations related to the client environm nt, the ke</u>

<u>considerations comprising: what combination of channels and related devices ai e to be</u>

<u>supported and what content related processes are needed to support p iblishing;</u>

   <u>providing key processes for use in developing a solution to a system des gn</u>

<u>problem, the system design problem being the determination of what content</u>

<u>management and delivery products and processes to implement, and iow to imj lemeit</u>

<u>them, wherein the key processes comprise:</u>

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workflow tracking for content elements, wherein the a least one

customer's user preferences include an access record associated with user

preferences,

capture and use of at least one customer's user preferences, wherein the at

least one customer's user preferences include an access record associated with

user preferences,

application of business rules to user preferences to determine future

content development, wherein the application of business rules to user

preferences includes input templates for input characteristics of content elements

and display templates for display characteristics of content elements,

access control for the content management system, wherein the access

control of content management includes access control for creating, reading,

updating, deleting, and approving content elements, and

metadata capture including author, date of creation and topic, wherein the

metadata capture includes a taxonomy having one or more fields for categorizing

content elements and corresponding keyword values for the one or more fields;

~~and~~

applying these key considerations and processes to the system design problem

with the assistance of a framework showing basic content management and delivery

element relationships to provide personalized content for a customer, wherein the

framework includes a content delivery system and a content development and

management system connected to the content delivery system, whereby such a solution to

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the system design problem is produced, and wherein the personalized content is in

accordance with the at least one customer's user preferences and at least one business

objective;

receiving planning input at the a content development and management system

from a planning unit;

processing the planning input at the content development and management system

to determine planning output and content elements;

receiving planning output at the planning unit from the content development and

management system;

receiving content elements at the content delivery system from the content

development and management system;

assembling content elements at the content delivery system to determine customer

output;

receiving customer output at the customer unit from the content delivery system;

and

delivering the personalized content to the customer, further comprising:

selecting a delivery channel from a plurality of delivery channels in

accordance with the at least one customer's user preferences; and

distributing the personalized content over the selected delivery channel.

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